



FOR IMMEDIATE RELEASE

All-Clad To Use Executive Dashboards to Measure Success

Contract with RW3, Inc. Enables Demand Planning at Key Retailers

Austin, TX – July 6, 2011 – All-Clad Metalcrafters, LLC announced today they have signed an agreement with RW3, Inc. to develop a demand signal repository for their customer POS data. All-Clad plans to make use of demand planning and production dashboards to improve inventory management, store detailing and product lifecycle management at their key retailers, which include Williams Sonoma, Macy's and Bloomingdales.

Don Turano, All-Clad Vice President of Sales said, "I have every confidence that All-Clad will benefit tremendously from RW3's reporting and analytics solutions. All-Clad has a very strong reputation in the marketplace, and we are investing in improving our capabilities to further our relationship with retailers. The improved utilization of consumer insights into our brands and product mix will facilitate inventory alignment and improve sales."

"All-Clad is a tremendous brand in the housewares channel delivering exceptional quality cookware through some of the most respected retailers in North America. RW3 is proud of the opportunity to work with All-Clad's top management team to evolve their consumer insight capabilities and provide solutions that promote them as a preferred vendor to their customers," commented Bruce Nagle, CEO & Founder of RW3.

RW3 InSight Group works with a variety of consumer goods vendors to create solutions to manage retail Point-of-Sale (POS) data across multiple channels and retailers in North America. The solutions entail creating a Demand Signal Repository to integrate all retailer POS streams, and normalizing and cleansing that information as needed. Reporting deliverables are created for all functional groups including Demand Planning, Marketing & Sales, with multi-level accessibility. In many cases, the data is also used to facilitate in-store execution resulting in significant reduction of authorization voids and out-of-stock conditions.

About All-Clad Metalcrafters, LLC

All-Clad Metalcrafters was established in 1971, and began producing professional-quality bonded cookware for working chefs and gourmet home cooks. The brand slowly emerged as early adopters in the professional community realized the extraordinary qualities, striking aesthetics and exemplary cooking performance of this revolutionary bonded cookware. Today, from its rolling mill in Southwest Pennsylvania, All-Clad Metalcrafters is the only bonded cookware manufacturer who utilizes American craftsmen and American-made metals to produce a complete line of finished bonded cookware products.

All-Clad became a division of Groupe SEB in 2004.

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About RW3, Inc.

RW3 is the recognized leader in North America, helping organizations profit at the retail shelf by streamlining business processes across the sales channel. Our solutions offer an integrated, automated, end-to-end workforce system that allows data to flow easily where and when it is needed. This allows companies to better understand their consumers, identify untapped sales opportunities, measure gaps in performance and optimize the environment where consumers meet their products. RW3 supports a well-established client base of North America's leading CG companies including Nestlé USA, Kellogg's, ConAgra Foods, PepsiCo, Energizer Holdings and many other leading manufacturers. For more information or a business assessment, please contact RW3 Incorporated at 1-800-444-5793 or info@rw3.com. Visit RW3 online at www.rw3.com.

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